# ALESSI

## Creative Brief

**INM310SCC | Taemin Kim**

## Insight

Alessi engages people who value elegance and sophistication in useful, everyday items by skillfully fusing art and practicality to create goods that enhance daily life with visual appeal.

## Get

## Who

## To

## By

Design-conscious Canadians

Appreciate high-quality and simple design

Explore Alessi’s functional art for the home

Emphasizing the tradition and distinctive design philosophy of Alessi

# The Project

Alessi wants to modify its brand recognition in Canada with a new logo and a focused advertising campaign.

## Key Challenges

Despite its long past, Alessi's brand recognition in Canada is poor, particularly among younger people. The company's emphasis on design and quality is undervalued in a competitive industry where practicality frequently trumps creative value.

The goal is to raise awareness of Alessi's distinct design history in Canada, attract a modern audience, and increase social media interaction. This will help Alessi achieve its market development goals by communicating its sophisticated brand through a new logo and tailored marketing.

## Purpose of Communication

# Competitors

smeg

Italian appliances are noted for their design-driven vintage look and high-quality items.

Breville

Innovative kitchen equipment with stylish and functional designs.

KitchenAid®
FOR THE WAY IT'S MADE.

In the small appliance category, the brand is well-known for its durability and classic style.

# Target audience

Primary: Millennials and Generation X (25-45) who prefer high-quality, well-designed items. These are often professionals with disposable wealth who want brands that signify refinement and a distinct design philosophy.
Secondary: Young Generation Z and design professionals globally, who value workmanship and aesthetic innovation in everyday goods.

## Jihoon Kim

Age: 36
Occupation: Tech Entrepreneur
Location: Seoul, South Korea
Income: High
Marital Status: Single
Education: Bachelor’s Degree

**Background**

Jihoon is a determined entrepreneur who values elegant, efficient design in both his home and business.
He appreciates brands that combine innovation and elegance.

**Challenges**

With little time to explore products, he wants curated selections that fulfill his quality and innovation expectations.

**Goals**

Create a contemporary living area that represents his accomplishments and minimalist lifestyle.

## Sarah Williams

Age: 42
Occupation: Architect
Location: San Francisco, California, USA
Income: High
Marital Status: Married
Education: Master’s Degree

**Background**

Sarah focuses on sustainable, high-end home design. She enjoys businesses that share her emphasis on creativity and sustainability in design.

**Challenges**

She seeks goods that strike a mix between elegance and practicality while still reflecting her environmental ideals.

**Goals**

To find visually beautiful, utilitarian things that embody her design philosophy.

# Deliverables

## New Logo

Create a contemporary logo that honours Alessi's past while appealing to a modern, minimalist look.

## Social Media Content Piece

Create compelling material for Instagram and TikTok that tells Alessi's narrative and design philosophy. High-quality photographs and short movies should depict Alessi goods in everyday settings, presenting them as utilitarian art pieces.

## Bus Shelter Ad

Create a bus shelter ad that stands out in high-traffic metropolitan locations, using simplicity to express Alessi's aesthetic appeal. To pique interest, the advertisement should emphasize one of Alessi's renowned goods, backed with the phrase "If you know, you know".

# Media Strategy

Primary channels:

Bus Shelter Ads: High-traffic places in major Canadian cities, targeting professionals who use public transportation. These advertisements will help to boost brand visibility among design-conscious commuters.

Social media: Instagram for visual storytelling and brand recognition, with plans to expand to Pinterest and TikTok to reach younger audiences.

Execution Strategy: The campaign will highlight Alessi's distinct blend of art and functionality through visually appealing imagery and concise, curiosity-driven messaging. Alessi's brand narrative and product highlights will be conveyed through influencer partnerships and organic content, allowing for both brand discovery and community growth.

# Tone and brand voice

Alessi's brand language is beautiful, calm, and unobtrusive, conveyed via its goods rather than overt promotion. The tone is sophisticated and polished, encouraging customers to appreciate the subtle beauty of well-designed, functional products. This brand's identity resonates with both classic and modern design sensibilities, appealing to consumers who value minimalism, heritage, and artistry.

## Budget

$50,000 was committed to design and advertising, assuring high-quality images and effective ad placement.

## Logo Redesign - $5,000

- Includes design, feedback iterations, and finalization.
- The emphasis is on producing an elegant, timeless logo that fits with Alessi's design and works well in a variety of contexts.

## Bus Shelter Ad Campaign - $10,000

- This includes ad design, printing, and placement in high-traffic metropolitan locations.
- Targeted placement in strategic areas in cities like as Toronto and Vancouver, where design-savvy audiences are likely to encounter them.

## Social Media - $35,000

- material Creation: High-quality multimedia material (photography and short movies) showing Alessi goods in contemporary contexts.
- Influencer Collaborations: Collaborate with design and lifestyle influencers to increase reach and truly engage with Alessi's target audience.
- Paid Ads: Create targeted ads on Instagram, Facebook, and TikTok to reach and engage the key demographic.

## Weeks 1-2: Research and Strategy Development

- Conduct market analysis to refine audience segments.
- Finalize messaging and strategy for logo and ad campaigns.

## Weeks 3-8: Logo Redesign

- Develop many concepts and solicit input from relevant stakeholders.
- Finalize the new logo for use on digital and print media.

## Weeks 9-14: Bus Shelter Ad

- Design and create final bus shelter advertising components.
- Coordinate with advertising partners to place ads in high-traffic metropolitan locations.

## Weeks 15-28: Social Media Campaign Execution

- Content Calendar Development: Create and schedule posts to ensure constant engagement.
- Influencer Outreach: Collaborate with influencers to raise brand awareness and reputation.

## Weeks 29-32: Campaign Review and Adjustment

- Prepare a report on important metrics to assess the campaign's performance.
- Adjust strategies in response to findings, and make plans for future campaigns.

# High-level milestones

# Chief message

"If you know, you know." This tagline encapsulates Alessi's brand idea, encouraging people to discover the hidden workmanship and perfection in each product. Alessi transforms commonplace objects into unique experiences, appealing to individuals who value exquisite design and beauty in their surroundings.

# Call to Action

Discover Alessi's utilitarian artwork. Visit their social media pages and website to learn how simple products can elevate your routine with flair and quality. Experience the ideal balance of style and practicality that distinguishes Alessi.

| Barrier | Buying | Living | Looking |
|---|---|---|---|
| - Brand seen as for older generations. | - Emphasize the benefits of a greater price (quality, design). | - Demonstrate how Alessi improves daily living. | - Emphasize workmanship and design. |
| - Traditional Italian design may not appeal. | - Concentrate on product durability and lifespan. | - Make things suitable for modern houses. | - Present the items as useful art pieces. |
| - There is limited distribution in North America. | - Emphasize accessibility (online and offline retailers). | - Make things relevant to current lifestyles. | - Position the brand as one that is both luxurious and design-forward. |

| Living | Looking |
|---|---|
| - Concentrate on emotional appeal and value. | - Social media (TikTok, Instagram, and Facebook) |
| - Demonstrate user experience and narrative. | - Influencers & Collaborations |
| - Use customer testimonials and aspirational | - YouTube, Blogs, and SEO |

Old

ALESSI

# Logo Design

# Design Rationale

New

The redesigned Alessi logo preserves the brand's legacy with a simple, balanced design. Its smooth curves symbolize the refined yet sophisticated nature of Alessi’s products, while the monochrome color scheme adds a touch of elegance and modernity. This minimalist approach captures both timeless craftsmanship and contemporary appeal.

# Bus Shelter Ad

**Visual:** A stunning, simple product photo set against a clean, neutral background, with the new Alessi logo and a bright, welcoming phrase.

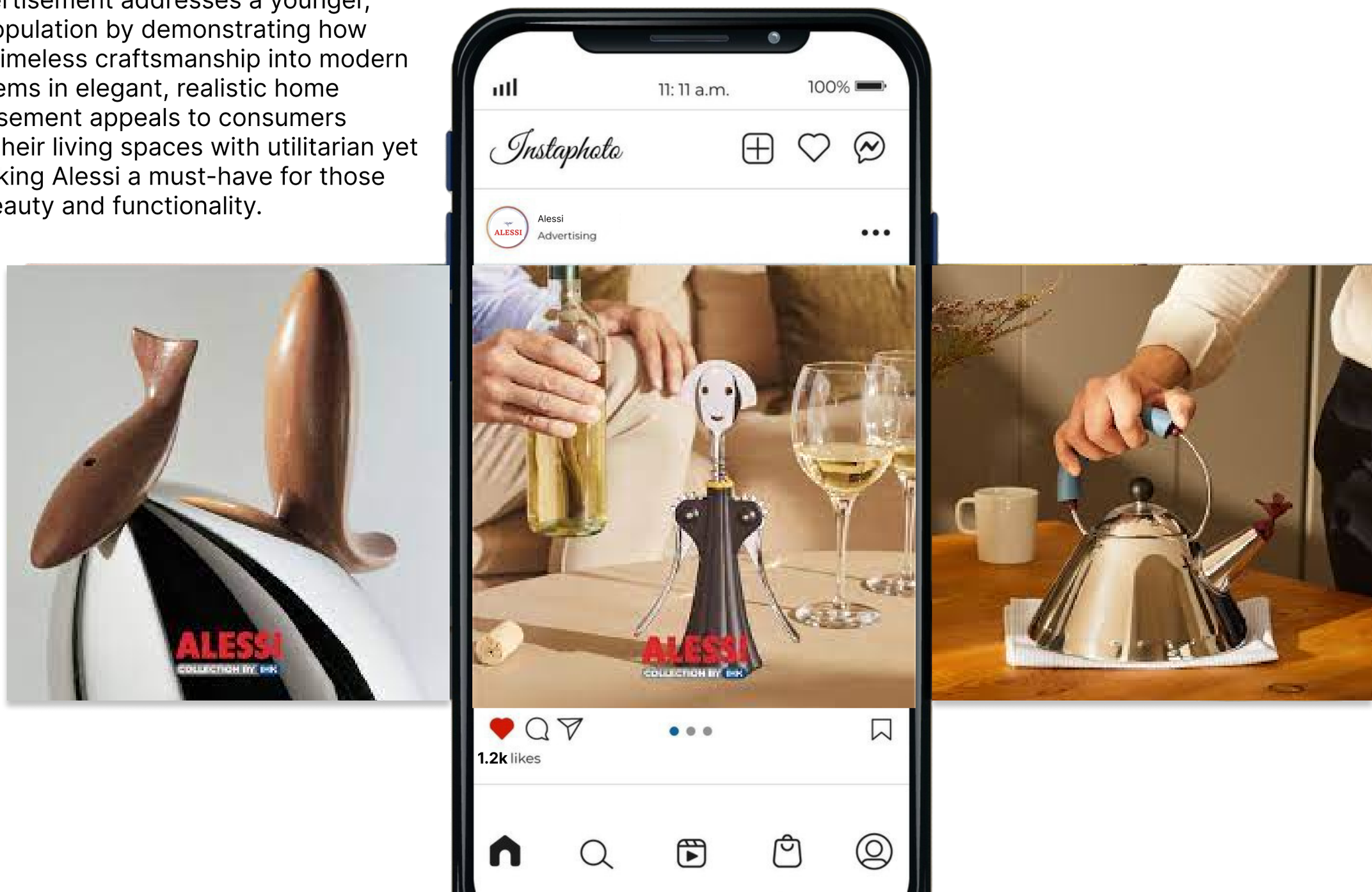
**Rationale:** This advertisement is intended to attract the attention of commuters who value high-quality design and polished aesthetics. The minimalist design shows Alessi's dedication to practical art, establishing its goods as smart but approachable. The clean, modern look entices individuals who seek beauty in daily products, enticing them to explore Alessi's world of artistry and craftsmanship.

# Social Media Post Instagram

**Platform:** Instagram carousel.

**Visual:** Alessi items are displayed in carefully curated, modern settings that highlight their distinct combination of art and function. Each photograph or video segment highlights the product's attractive design while illustrating its applicability in everyday situations.

**Rationale:** This advertisement addresses a younger, design-conscious population by demonstrating how Alessi incorporates timeless craftsmanship into modern life. By presenting items in elegant, realistic home settings, the advertisement appeals to consumers wishing to upgrade their living spaces with utilitarian yet beautiful pieces, making Alessi a must-have for those who respect both beauty and functionality.



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